Develop a marketing strategy for the HHS Section 508 Program

Project Title	Develop a marketing strategy for the HHS Section 508 Program
Project Summary	Strategize and Market the Section 508 Program: We need your help developing an enterprise strategy to meet Section 508 requirements and engage stakeholders throughout HHS and the federal government.
Country	United States

Project Description

The Section 508 Strategic Marketing team will be tasked with developing a comprehensive marketing plan and associated collateral for the HHS Section 508 program.

As part of this development, we will be looking for a diverse group of student interns who have an interest in compelling storytelling with backgrounds in marketing, videography, communication, and design to support the build out of several products. An ideal team would be:
- Communications Specialist (2 interns) – Conducting online research, develop roadmaps for stakeholder communications, hosting stakeholder interviews, analyzing research and interviews to draft a marketing plan
- Graphic Designers (2 interns) – Designing infographics, webpages, promotional materials, and design and brand the Section 508 program
- Videography/Editing (1 intern) – Developing training videos, branding, and promotional/hype videos for the Section 508 program

A background or broad understanding/interest in people with disabilities is recommended, but previous experience is not required.

Key skills required of all interns are:
- Can-do, positive attitude
- Can find ways to convey information in engaging ways
- Self-management and self-organizing
- Problem solving
- Interest in serving the public good

Required Skills or Interests

Skill(s)
Analytical writing
Data analysis
Data visualization
Design thinking
Editing and proofreading
Educational design
Graphic design
Infographic design
Marketing
Research
Speech writing
Storytelling/blogging/vlogging
Videography
Website design

Additional Information

For more information, check out GSA's Section 508 program:
https://section508.gov/

Language Requirements

Language	Speaking Proficiency	Reading Proficiency	Importance
Spanish	Minimum professional proficiency	Minimum professional proficiency	Nice to Have